

# Innovation & Disruptive Technologies

## Identifying and Profiting from Technology Disruptions

A one-day course: 9.00 am to 6.00 pm. (Lunch and coffee included)

### Disruptive Technologies

New technologies in the telecom and IT sectors are emerging constantly, but which ones are disruptive?

Recent obvious examples include Skype (VoIP) and P2P.

What about Wimax – will this prove to be disruptive?

How about 3G (or 4G)?

Or IPTV?

Knowing how to distinguish disruptive technologies from hyped innovation can be fundamental to success.

### Reduce Your Costs

Disruptive technologies do two things:

- 1 provide an immediate opportunity for individual businesses to change their cost structures
- 2 enable new business models, thereby creating new opportunities ... and new threats.

What is the framework for analyzing these new growth opportunities?

### Create New Growth

- What are the appropriate strategies for different organizations?
- what is the right corporate structure for capturing new technology opportunities?

What is a 'disruptive technology', why is it important and, more importantly, how do you recognize it? How do you profit from it?

Simply put, disruptive technologies have the power to change everything – cost structures, market leadership and market share, profit margins, business processes.

More often, they will change only one or two of the above – think, for example, of VoIP or email – but even then the impact on business is profound.

Understanding disruptive technologies and how to manage innovation enables companies to capture new growth opportunities.

Failure to spot emerging technologies that change the nature of your business can be a costly error.

### Module Structure

This module has 3 objectives:

- to provide a framework for understanding what is – and what is not – a disruptive technology
- to apply the framework to today's commercial IT world so that you can identify which technologies will impact your business
- to investigate how to manage such disruption positively and productively.

### Morning Session

This session will investigate:

- a framework for disruptive technologies
- an innovation network model
- 'low-end' disruption vs 'new market' disruption.

It will conclude with an interactive disruptive technology workshop.

### Afternoon Session

Topics in this session will include:

- the application of a disruptive technology framework to today's IT and telecom world
- the examination of VoIP, Wimax, streaming P2P (eg, Internet TV), contactless smartcards
- how to assess threats
- how to capture new growth opportunities.



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